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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: § Notice of Allowance Date:
§
Zafar Khizer § Group Art Unit:
§
Application No.: § Examiner:
§
Batch No.: § Class-Subclass:
§
Filed: May 12, 2001 §
§
For: Method and System For Generating § Atty. Dkt. No.: KHZR1
Computer Training Enrollment Leads §

INFORMATION DISCLOSURE STATEMENT

Honorable Commissioner for Patents
Washington, District of Columbia 20231

Dear Sir:

In accordance with the duty of disclosure set forth at 37 C.F.R. § 1.56, and in full compliance with the provisions of 37 C.F.R. §§ 1.97-1.99, the applicant hereby states that he knows of no printed publication pertaining to the topic of the subject invention. Thus, the applicant is not attaching a completed form PTO-1499, along with a copy of each of the materials listed on the form.

However, the applicant believes himself to very knowledgeable regarding the topic of the present invention as a result of his many years of providing computer training services. Thus, the applicant has elected to summarize below his perception of the various methods in this industry that are currently be used to generate computer training enrolment leads.

In the career training or education industry, many varied methods are used to identify those individuals who are most likely to respond positively when solicited to enroll in education or training courses (i.e., enrollment leads). The most common methods for generating such leads are by the use of various types of advertising materials, including advertisements on printed media, television, radio, Internet banners, and by the use of telemarketing techniques.

Another very popular method of lead generation is by sending direct mail to a randomly selected group of people and inviting them to either call or mail a reply card to get more information about a particular field(s) of education or training. A response rate of 0.5% or better

is considered good for such mailings. Meanwhile, the percentage of such leads that can actually be converted into student enrollments (i.e., the closing rate) varies greatly depending on the type of educational or training program for which students are being sought.

Even these relatively low percentages for generating leads can usually be achieved only when seeking enrollees for generalized education or training, such as those leading to a two-year business degree or generalized "office application" training. Such percentages have generally not been achieved when trying to generate leads for intensive, specialized training, such as computer career training.

It is generally thought that many people do not respond to such direct mail, marketing appeals for computer career training because they are either intimidated by computers or are not sure if they can successfully complete such training courses. The computer training industry clearly needs better ways to effectively address these concerns of their prospective students.

The currently used marketing methods of the computer training industry are generally quite ineffective when measured by the percentages of responses to their attempts to generate sales leads or by the closing rates achieved when working with such leads. Those in the computer training industry generally pay a high cost per student for their students recruited with current marketing methods. This situation exists because those in the industry focus mostly on advertising their various computer training programs, while not spending any effort or funds to try to encourage prospective students to assess their "computer aptitude."

The computer training industry greatly needs new and improved, cost-effective methods for generating high quality (i.e., high closure rate) enrollment leads. The opportunity exists for one to create a new, novel type of business that would seek to answer this need - - - - a service business for the computer training industry whose objective would be to supply this industry with cost-effective, high quality, enrollment leads.

Respectfully submitted,

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May 12, 2001
Date

ATTORNEY FOR APPLICANT

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I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. 1.10 on the date indicated above and is addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231.

Signature: 